



CASE REPORT

1. Complaint reference number	316/00
2. Advertiser	Meat & Livestock Australia Ltd (Lamb)
3. Product	Community Awareness
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a family at dinner. As she serves the (lamb cutlets and vegetables) meal to a young, white-faced female guest, the mother says, 'We've been so looking forward to meeting you'. The guest stares at the food and the mother adds, 'It's lamb'. 'I'm vegetarian', announces the guest. The family exchanges glances in silence until a young man says, 'No worries'. With a smile he takes the plate from the guest, removes her cutlets, returns her plate and eats enthusiastically. Everyone smiles in relief. To a close-up of the meal and text, a voiceover says, 'We love our lamb. It's the flavour of Australia.'

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'The advertisement is belittling a persons (sic) choice of diet and lifestyle.'

'This advert no doubt has left in the minds of many viewers the country wide, a negative impression of the vegetarian diet

'To portray vegetarians as wan and miserable, as the girl shown, is crude.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board was of the view that the material within the advertisement did not contravene prevailing community standards on Health & Safety; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.